

Embarking On A New Millennium:



A Strategic 10-Year Plan for The City of Burbank

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MAYOR
Bob Kramer

VICE MAYOR
David Laurell

COUNCIL MEMBERS
Dave Golonski • Stacey Murphy • Marsha Ramos



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City of Burbank Elected Officials



City Council

Dave Golonski, Stacey Murphy, Bob Kramer (Mayor), Marsha Ramos, David Laurell (Vice-Mayor)



Judie Sarquiz
City Clerk



Donna Anderson
City Treasurer

Introduction

In May 1990, the Burbank City Council adopted the 10-Year Strategic Plan entitled, “Burbank: Moving Toward the 21st Century.” Each and every year thereafter during that decade, the Council adopted an annual Work Program of Specific Objectives which were intended to help implement the Vision and Goals set forth in that original strategic plan.

Many cities (and private companies) have adopted Strategic Plans and Work Programs with Vision Statements, Goals and Specific Objectives. However, most probably do not follow through with the tenacity and consistency that the City of Burbank has shown. The results are all around us! Burbank has made significant progress in the last decade. The 10-Year Strategic Plan and the annual Work Programs have played a major role in those successes. The economy has gone up and down, the politics in Burbank, Sacramento and Washington, D.C., have swung to the left and the right, etc. Yet, through it all, Burbank has made steady progress in all of the areas of its municipal responsibility.

It is in that spirit that the City of Burbank is proud to present its Strategic Plan for the first decade of the new millennium.

A “millennium” is too long a timeframe to comprehend, but we can surely set the tone for the next millennium in Burbank by how we approach its first decade. The goals we set for the next decade will make an even more significant contribution to the City than the achievements of the last decade.

It is recognized that unforeseen problems or new priorities may arise. The City Council and staff recognize that it is not possible to do all things for all people. If new and higher priorities arise, other previously established lower priorities would have to be deferred or dropped. In the end, it is fully anticipated that the staff and City Council should be held accountable for their progress in implementing the Strategic Plan and the subsequent annual Work Programs.

Although there are sometimes strong differences of opinion in the community, and on the City Council, regarding specific issues facing the City, there is typically a larger sense of agreement about what Burbank is and should be. The Strategic Plan is founded on the proposition that if we can agree on the vision of the City, we can more readily accept and respect disagreements on implementation as legitimate differences of opinion. Hopefully, the deeper bonds which hold us together are stronger than the occasional issues which can pull us apart. Respecting legitimate differences of opinion while working together for a better community is worth the effort it takes.

Burbank City Hall



Dedicated February 12, 1943, Burbank's historic City Hall features the beautiful design, artwork and craftsmanship that was typical of public buildings constructed by the Works Progress Administration (WPA) in the 1930s and 1940s.

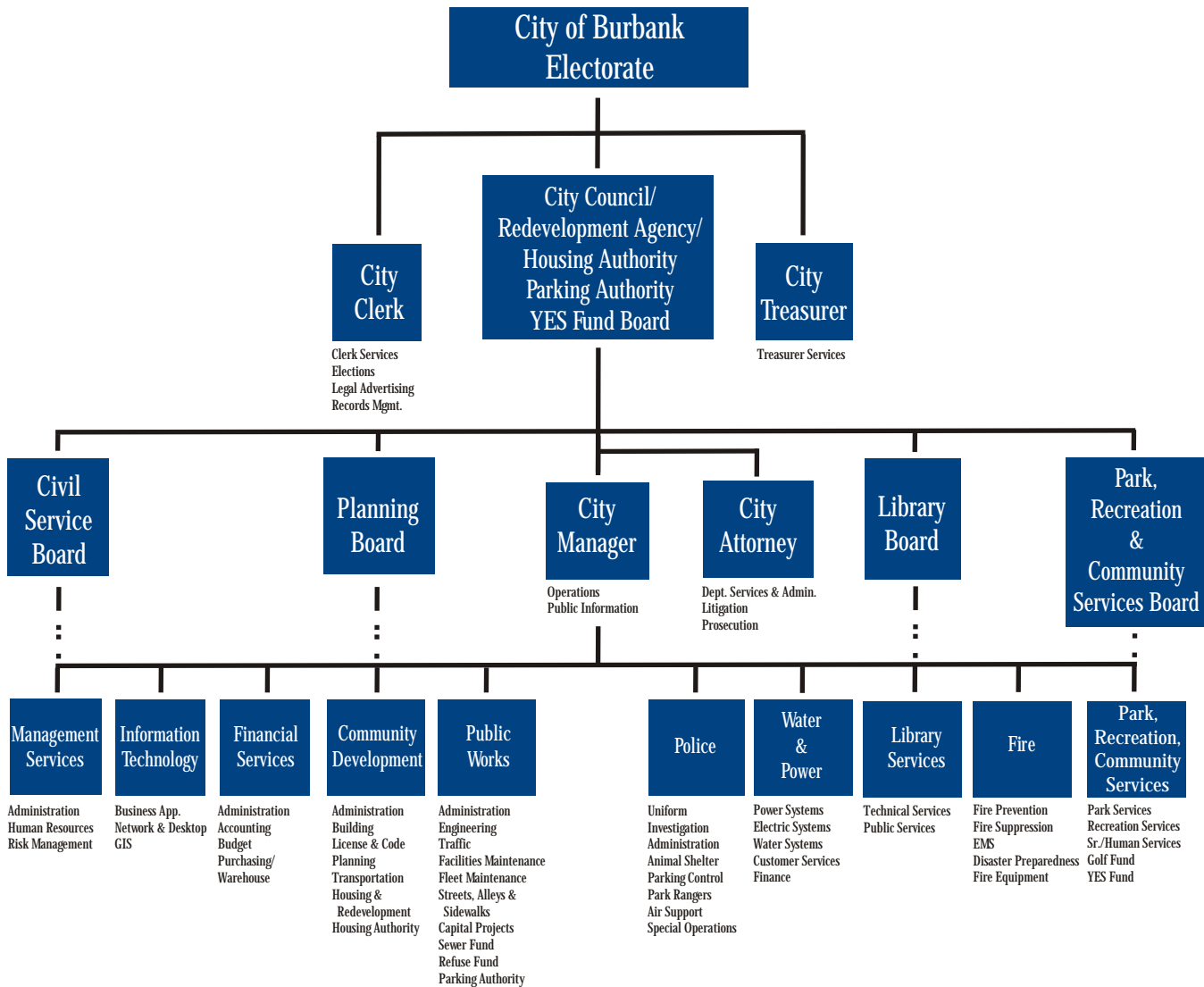
This property has been placed on the National Register of Historic Places by the United States Department of the Interior.

City of Burbank Mission Statement

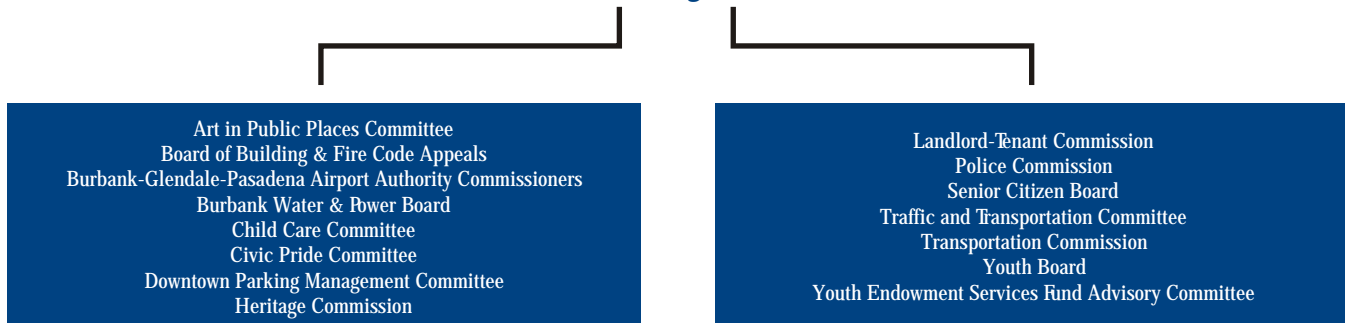
The City of Burbank is a special urban community. It is here that residents find tranquil neighborhoods, peace in their homes, and protection from the potentially negative aspects of major industry and population densities. Our high quality of life and level of municipal services are achieved by preserving and enhancing the City's economic prosperity, while enhancing and preserving residential neighborhoods.

It is the mission of the City government to balance this desire for traditional values and lifestyles with contemporary and fiscally responsible municipal service while moving to the future with thoughtful and stable economic progress, within a system of government that respects legitimate differences of opinion.

Organizational Chart



Boards and Commissions in Burbank (Not in City Charter)



Goals and Objectives

- A. To insure that the City retains a sense of community and quality of life characterized by permanent residency in neat, well-maintained and attractive single and multi-family neighborhoods suitable for all ages and socio-economic groups.
- B. To provide and further enhance a strong economic base by encouraging quality and clean retail commercial and industrial development that is compatible within a community of homes.
- C. To provide cost-effective, quality safety services and facilities that result in the provision of a safe environment, so that citizens are secure in pursuing their professional and personal activities.
- D. To provide and enhance the high level of leisure, information and other human services available to Burbank citizens.
- E. To enhance the role of the City as a leader in the effort to protect the environment and preserve our natural resources while continuing to provide and enhance the essential public works and infrastructure of the City.
- F. To provide municipal government leadership which is open and responsive to its residential and corporate constituents and is characterized by stability, confidence in the future and cooperative interaction among civic leaders, residents, business people and City staff, while recognizing and respecting legitimate differences of opinions on critical issues facing the City.
- G. To operate the City government in a fiscally and managerially responsible and prudent manner.

City of Burbank Management Team



Front Row (left to right):

Dennis A. Barlow (City Attorney); Judie Sarquiz (City Clerk);
Bruce S. Feng (Public Works Director); Robert R. "Bud" Ovrom (City Manager);
Thomas K. Hoefel (Police Chief); Susan M. Georgino (Community Development Director);
Jennifer L. Wyatt (Information Technology Director)

Back Row: (left to right):

John M. Fuchs (Library Director); Michael S. Flad (Park, Recreation & Community Services Director);
Ronald E. Davis (BWP General Manager); John K. Nicoll (Management Services Director);
Mary J. Alvord (Assistant City Manager); Derek Hanway (Financial Services Director);
Michael W. Davis (Fire Chief)

To Achieve the Aforementioned Goals, the City Adopts the Following Objectives to be Pursued During 2001 - 2010:

